

sample
A Unique
Experience
in Menthol



on Free

PRESENT THIS COUPON AND RECEIVE 10 FREE PACKS OF ANY STYLE PARLIAMENT MENTHOL LIGHTS

Expires Dec. 31, '96



\$2.00

WHEN YOU BUY A CARTON OR 2 PACKS OF ANY STYLE PARLIAMENT MENTHOL LIGHTS

Expires Dec. 31, '96



New **PARLIAMENT**
Menthol Lights

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Kings: 11 mg "tar," 0.9 mg nicotine; 100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

DETACH HERE

8530303377617394

Mr. John Q. Sample
Apt. XYZ
1234 Any Street
Anytown, US 12345-6789

Keep The Offers Coming!

Throughout the year, we'd like to send you special offers and coupons. To help us get to know you better and find out what interests you, please fill out these simple questions.

Make any address changes in the space below.

1. What is your regular brand, that is the brand you smoke most often?

2. In your regular brand...?
☐ Regular/King Size ☐ 100's ☐ 100's

3. In your regular brand...?
☐ Menthol ☐ Non-Menthol

4. In your regular brand...?
☐ Full Flavor ☐ Medium ☐ Light/Mild
☐ Ultra/Extra Low Tar ☐ Lowest? Mg. Tar

5. Which of the following best describes you?
☐ Caucasian/White ☐ African American ☐ Asian ☐ Hispanic
☐ American Indian ☐ Other _____

6. What was the last grade of school you completed?

☐ Grade School ☐ Some High School ☐ High School Graduate
☐ Some College ☐ College Graduate

7. What income bracket do you fall into (before taxes)?

☐ Under \$10,000 ☐ \$10,000 - \$15,999 ☐ \$16,000 - \$24,999
☐ \$25,000 - \$39,999 ☐ \$40,000 - \$49,999 ☐ \$50,000 and over

We assure you that no name will be sold, and we will not permit the use of a name by any company that is not affiliated with Philip Morris. By entering this questionnaire and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal laws.

Signature (required) _____

Birth Date (required) ____/____/____ Today's Date ____/____/____

Please complete and return by 8/31/96. Thanks!

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